

YouGov / Fabian Society Survey Results

Sample Size: 4068 adults in GB
Fieldwork: 31st July - 2nd August 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Age (2)		Social Grade		Country				
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	55-64	65+	ABC1	C2DE	England	Wales	Scotland		
Weighted Sample	4068	760	1243	294	1330	984	346	1433	1515	1969	2099	427	1680	1005	956	671	956	2319	1749	3511	203	354	
Unweighted Sample	4068	796	1271	299	1370	996	355	1621	1558	1828	2240	324	1718	1008	1018	678	1018	2472	1596	3505	213	350	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about election outcomes in the UK, generally speaking, do you prefer it when...

One party wins an outright majority and forms a single party government	64	88	69	47	83	63	53	62	77	66	62	47	60	69	73	69	73	63	65	65	55	56
No party wins an overall majority and two or more parties work together to govern	19	7	21	42	10	22	37	24	12	21	18	29	19	18	17	19	17	22	16	19	23	23
Don't know	17	5	10	10	8	14	10	14	11	13	21	25	21	13	10	12	10	15	19	16	22	21

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	Region in England				Education level			125 To Win	150 To Win	Walls			Urban/Rural/Town			
	Total	North	Midlands	London	Rest of South	Low	Medium			High	Red Wall	Blue Wall	Sea wall	Urban	Town and Fringe	Rural
Weighted Sample	4068	980	675	492	1363	1111	1616	1341	795	933	283	361	752	3171	387	483
Unweighted Sample	4068	969	676	453	1407	1095	1678	1295	798	931	276	368	769	3149	403	492
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about election outcomes in the UK, generally speaking, do you prefer it when...

One party wins an outright majority and forms a single party government	64	68	64	59	65	67	61	64	64	62	63	63	64	64	67	61
No party wins an overall majority and two or more parties work together to govern	19	16	17	22	20	15	20	22	17	18	16	22	18	19	17	24
Don't know	17	15	18	19	15	19	18	14	18	19	21	15	18	17	17	15

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	Lab considerers				Lab Vote Segments						Likelihood of Hung Parliament		
	Total	Not Lab considerers (0-5)	Lab considerers (6-10)	Lab considerers in W125	Lab considerers in W150	Lab '19, Strong Lab Now (6-10)	Lab '19, Wavering Now (3-5)	Lab '19, Not Lab Now (0-2)	Not Lab '19, Strong Lab Now (6-10)	Not Lab '19, Possible Now (3-5)	Not Lab '19, Not Lab Now (0-2)	Unlikely (0-5)	Likely (6-10)
Weighted Sample	4068	2006	1747	358	424	830	82	36	562	444	928	1745	1672
Unweighted Sample	4068	2009	1772	365	426	845	79	38	573	463	960	1729	1750
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about election outcomes in the UK, generally speaking, do you prefer it when...

One party wins an outright majority and forms a single party government	64	68	65	65	64	68	43	32	66	65	83	69	66
No party wins an overall majority and two or more parties work together to govern	19	16	23	23	23	22	28	27	25	24	9	19	22
Don't know	17	16	12	12	13	10	30	40	10	11	8	13	11

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	Lab Considerers (6-10), Unfavourable of Starmer	Unstable Gov/ Disproportionate Influence to Smaller Parties	Messages						
			SNP Message	COALITION OF CHAOS Message	LIB DEM / REMOANER Message	FLIP-FLOP Message	GREEN PARTY Message	CONTROL GROUP	
Weighted Sample	4068	476	999	672	693	651	653	691	708
Unweighted Sample	4068	461	1021	658	694	658	657	695	706
	%	%	%	%	%	%	%	%	%

Thinking about election outcomes in the UK, generally speaking, do you prefer it when...

One party wins an outright majority and forms a single party government	64	66	76	64	68	62	61	65	62
No party wins an overall majority and two or more parties work together to govern	19	22	13	18	17	21	22	16	22
Don't know	17	12	11	17	15	18	17	19	16

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Fieldwork: 31st July - 2nd August 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Age (2)		Social Grade		Country				
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Weighted Sample	4068	760	1243	294	1330	984	346	1433	1515	1969	2099	427	1680	1005	956	671	956	2319	1749	3511	203	354	
Unweighted Sample	4068	796	1271	299	1370	996	355	1621	1558	1828	2240	324	1718	1008	1018	678	1018	2472	1596	3505	213	350	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking ahead to the next general election, which of the following outcomes, if any, would you most like to see?

Please rank your top three.
Labour majority government

1	27	0	69	18	11	57	31	38	18	28	26	28	34	23	18	22	18	29	25	27	31	24
2	9	5	12	14	4	12	13	12	5	9	9	14	10	7	6	8	6	10	7	9	8	11
3	6	3	6	15	4	7	12	9	4	7	6	8	7	7	5	6	5	8	5	6	8	10
Not ranked	37	84	9	43	64	16	32	30	51	40	34	24	29	43	51	44	51	37	36	37	30	39

Labour minority government

1	3	1	4	2	3	4	3	3	3	4	2	2	4	2	2	2	2	3	3	3	3	3
2	10	5	18	8	9	16	9	11	10	12	8	7	11	11	9	12	9	10	9	10	9	10
3	10	10	13	15	9	12	12	12	9	11	9	14	9	11	10	11	10	11	9	10	7	15
Not ranked	56	77	60	65	63	61	65	62	56	58	54	52	56	56	60	55	60	60	51	56	59	56

Labour-Liberal Democrat deal

1	8	1	8	46	4	8	31	12	5	9	7	10	8	8	8	7	8	10	6	8	9	8
2	14	2	25	25	7	22	28	20	8	14	13	13	16	14	9	12	9	16	11	13	17	13
3	12	4	21	10	6	21	15	16	8	12	11	13	14	10	8	10	8	13	10	12	12	9
Not ranked	46	86	42	9	67	41	14	40	58	49	43	38	41	49	56	50	56	46	46	45	39	54

Labour-SNP deal

1	2	0	1	2	0	2	1	4	1	3	2	2	3	2	2	3	2	2	3	1	0	19
2	3	1	5	1	1	5	2	5	2	3	4	4	5	2	2	3	2	3	4	3	1	12
3	6	1	11	4	2	11	5	8	3	6	5	5	8	5	4	4	4	5	6	5	7	9
Not ranked	68	90	79	84	79	75	80	71	72	72	64	63	64	70	73	70	73	73	61	70	69	45

Labour-Green deal

1	8	0	10	5	1	14	7	11	3	7	9	15	10	6	2	6	2	9	6	8	4	7
2	12	1	23	17	3	25	15	18	6	12	13	15	16	10	7	10	7	13	11	12	13	12
3	10	2	21	15	4	18	15	14	6	10	10	10	12	9	7	10	7	11	9	10	8	9
Not ranked	49	89	42	53	74	35	51	45	63	56	43	34	41	55	66	54	66	50	48	48	52	56

A deal between Labour and two or more parties

1	5	1	3	7	2	6	6	5	4	4	5	5	5	6	4	6	4	5	4	5	9	5
2	7	2	8	16	5	9	11	9	6	7	8	11	7	7	7	7	7	8	7	7	8	10
3	13	5	19	19	8	19	18	17	9	12	13	11	14	13	11	13	11	14	11	12	13	16
Not ranked	54	85	65	48	67	59	52	58	60	61	48	47	54	54	59	54	59	57	51	55	47	53

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking ahead to the next general election, which of the following outcomes, if any, would you most like to see?

Please rank your top three.
Labour majority government

1	27	32	26	32	23	21	25	34	29	29	33	22	25	28	23	22
2	9	8	8	12	8	6	9	11	9	9	9	11	8	9	6	7
3	6	6	6	6	7	4	6	8	4	5	3	6	7	6	8	8
Not ranked	37	33	36	34	42	42	37	32	37	37	34	41	40	35	40	45

Labour minority government

1	3	3	3	3	3	4	2	3	3	3	3	1	3	3	3	2
2	10	12	9	11	9	10	9	11	11	11	12	8	11	10	9	8
3	10	11	9	11	9	9	11	11	10	11	9	12	8	10	11	9
Not ranked	56	54	55	58	57	51	55	62	55	55	55	58	57	55	55	62

Labour-Liberal Democrat deal

1	8	6	7	9	10	5	9	10	7	7	5	10	8	8	8	9
2	14	11	14	17	13	10	13	17	12	12	11	13	14	13	13	14
3	12	14	10	14	10	9	10	16	13	12	18	9	9	12	8	10
Not ranked	46	47	45	43	45	50	46	42	47	48	46	47	46	45	49	49

Labour-SNP deal

1	2	2	0	1	1	2	2	3	1	4	1	1	1	2	2	4
2	3	4	2	4	1	2	3	5	3	4	4	1	3	3	3	5
3	6	6	5	8	4	4	5	7	4	5	5	5	5	6	4	6
Not ranked	68	68	68	70	72	66	67	70	71	67	69	72	70	68	68	67

Labour-Green deal

1	8	7	6	14	7	5	7	11	7	7	6	10	6	8	5	7
2	12	14	11	15	11	8	11	17	12	12	11	11	10	13	11	10
3	10	9	11	14	9	8	9	13	10	10	8	10	9	10	10	9
Not ranked	49	49	48	41	51	53	51	44	50	51	54	48	54	48	52	56

A deal between Labour and two or more parties

1	5	4	6	5	4	4	5	6	4	4	5	5	6	5	5	5
2	7	7	6	9	7	7	8	7	8	9	9	8	6	8	5	9
3	13	13	10	16	12	10	13	15	13	14	14	9	15	13	11	13
Not ranked	54	56	54	53	55	53	52	58	53	53	52	58	52	54	57	55

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Weighted Sample	4068	2006	1747	358	424	830	82	36	562	444	928	1745	1672
Unweighted Sample	4068	2009	1772	365	426	845	79	38	573	463	960	1729	1750
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking ahead to the next general election, which of the following outcomes, if any, would you most like to see?

Please rank your top three.
Labour majority government

1	27	6	55	57	56	65	17	2	47	8	2	36	21
2	9	5	14	15	16	13	11	0	14	8	2	10	9
3	6	6	7	3	4	7	12	2	9	11	3	6	7
Not ranked	37	58	16	17	18	11	42	55	23	53	74	32	47

Labour minority government

1	3	3	3	3	3	4	4	4	3	2	2	4	3
2	10	7	15	14	14	17	8	14	15	11	5	13	9
3	10	9	13	15	14	12	7	13	12	10	8	11	10
Not ranked	56	56	62	62	62	63	64	27	63	56	66	58	63

Labour-Liberal Democrat deal

1	8	7	10	7	8	8	15	4	13	18	2	7	11
2	14	7	23	22	22	24	14	7	26	10	3	17	12
3	12	6	19	22	21	22	16	2	16	7	4	13	12
Not ranked	46	55	41	42	44	42	38	45	39	44	72	47	50

Labour-SNP deal

1	2	3	2	1	3	2	1	2	3	4	3	2	3
2	3	2	5	4	6	5	4	5	6	3	1	4	3
3	6	3	9	7	8	12	12	4	8	3	1	7	5
Not ranked	68	67	76	81	77	78	66	48	77	69	77	72	73

Labour-Green deal

1	8	5	11	11	11	12	25	16	9	6	1	7	8
2	12	6	21	21	20	26	27	10	15	7	3	13	13
3	10	5	17	17	16	20	10	4	15	7	3	12	8
Not ranked	49	59	44	44	47	38	20	30	54	60	74	52	55

A deal between Labour and two or more parties

1	5	5	5	5	5	5	10	18	4	6	2	4	6
2	7	7	8	10	9	8	13	8	7	10	5	7	9
3	13	9	19	19	19	19	23	16	19	15	5	14	13
Not ranked	54	54	61	59	60	64	37	17	62	49	70	60	57

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Unweighted Sample	4068	461	1021	658	694	658	657	695	706
	%	%	%	%	%	%	%	%	%

Thinking ahead to the next general election, which of the following outcomes, if any, would you most like to see?

Please rank your top three.

Labour majority government

1	27	40		27	25	30	27	29	26	25
2	9	18		8	9	10	8	9	8	9
3	6	10		5	6	7	7	5	6	9
Not ranked	37	23		42	38	35	34	39	41	36

Labour minority government

1	3	3		3	4	2	3	3	3	3
2	10	13		12	8	11	10	12	9	10
3	10	12		12	13	11	8	10	11	9
Not ranked	56	62		55	53	58	55	57	58	56

Labour-Liberal Democrat deal

1	8	7		5	9	8	10	8	7	7
2	14	16		12	15	13	13	14	15	13
3	12	18		12	11	12	10	13	12	12
Not ranked	46	49		53	43	50	43	47	47	46

Labour-SNP deal

1	2	3		1	2	3	2	3	3	3
2	3	6		3	5	3	3	3	3	3
3	6	8		5	4	6	6	8	5	5
Not ranked	68	72		73	67	70	65	68	70	67

Labour-Green deal

1	8	20		5	6	9	7	8	7	9
2	12	20		10	12	14	12	10	12	13
3	10	11		9	9	9	11	11	11	9
Not ranked	49	39		58	51	50	46	52	51	47

A deal between Labour and two or more parties

1	5	6		5	5	4	2	6	6	6
2	7	6		8	8	8	9	7	7	6
3	13	20		11	13	15	12	11	13	12
Not ranked	54	58		59	51	55	52	57	55	56

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Unweighted Sample	4068	796	1271	299	1370	996	355	1621	1558	1828	2240	324	1718	1008	1018	678	1018	2472	1596	3505	213	350	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Conservative majority government

1	21	80	0	4	51	1	5	11	37	23	19	8	12	26	37	26	37	21	21	22	18	14
2	4	6	2	4	7	1	4	3	5	4	3	2	3	4	5	4	5	3	4	4	4	2
3	2	2	1	2	4	1	2	1	3	3	2	3	2	3	2	3	2	2	2	2	2	2
Not ranked	53	5	93	80	21	89	78	74	33	54	51	61	63	48	36	46	36	57	46	51	53	67

Conservative minority government

1	4	8	0	4	7	1	4	3	6	5	3	3	2	5	5	5	5	4	4	4	2	4
2	14	51	2	4	34	2	4	8	25	16	13	5	8	18	26	19	26	14	15	15	16	10
3	8	18	4	6	15	3	6	5	12	9	7	6	7	8	11	7	11	8	8	8	8	5
Not ranked	53	16	90	76	26	86	75	72	35	55	51	60	62	49	39	48	39	58	47	52	50	66

Conservative-DUP deal

1	1	2	0	2	3	0	1	1	2	2	1	1	1	2	2	2	2	1	1	1	1	1
2	6	21	1	2	13	1	2	3	10	7	5	3	4	6	10	6	10	5	6	6	2	4
3	12	46	0	4	31	1	3	6	24	14	11	4	6	15	24	16	24	12	13	13	12	9
Not ranked	60	24	95	83	36	91	83	80	42	62	58	66	68	57	45	56	45	65	52	58	62	71
Don't know	21	7	4	10	17	8	12	11	22	15	26	26	21	20	19	20	19	16	27	21	23	15

Imagine that no party has an overall majority at the next election, which of the following, if any, would be your biggest concern?

It would produce an unstable government	20	27	19	19	25	17	15	17	23	17	23	21	20	20	22	21	22	21	19	21	18	17
It would give smaller parties disproportionate influence	4	7	3	3	7	2	5	4	6	6	3	3	2	6	7	5	7	5	3	3	6	10
It would let the Conservative Party back into power	25	3	48	30	7	48	34	39	13	27	23	33	29	23	15	22	15	26	23	24	31	33
It would let the Labour Party get into power	11	29	3	3	23	3	3	6	19	12	9	4	8	14	16	13	16	10	11	11	8	7
It would make it harder for the government to pass laws/introduce new policies	19	23	17	26	25	14	24	20	21	18	19	13	17	20	22	20	22	21	16	19	18	15
Something else	1	1	0	3	1	0	2	1	1	2	0	1	1	1	1	2	1	1	1	1	1	1
N/A – I would not be concerned if no party had an overall majority	10	4	4	13	6	7	12	8	8	12	9	13	11	9	9	10	9	9	12	11	9	9
Don't know	10	6	6	3	6	8	5	6	9	7	13	12	12	7	8	6	8	7	14	10	8	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Conservative majority government

1	21	21	22	15	25	26	22	15	22	20	22	24	25	20	25	27
2	4	3	4	4	4	5	4	2	4	4	5	5	3	4	4	3
3	2	2	3	2	2	3	2	1	2	1	1	2	1	2	2	2
Not ranked	53	53	47	62	47	39	50	68	51	54	53	48	49	54	47	49

Conservative minority government

1	4	4	4	3	4	4	4	3	4	4	3	4	5	4	5	3
2	14	15	14	8	18	18	15	10	14	13	13	14	18	13	20	19
3	8	7	9	6	9	9	8	7	9	9	9	11	8	8	9	9
Not ranked	53	54	48	66	47	42	50	66	51	54	55	50	48	54	43	51

Conservative-DUP deal

1	1	1	2	1	2	2	1	1	2	2	2	2	1	1	1	2
2	6	6	7	4	7	7	6	5	6	5	6	8	6	6	7	7
3	12	11	13	7	15	17	13	7	13	12	12	15	16	12	15	16
Not ranked	60	61	54	71	55	47	58	73	58	61	59	55	54	61	55	57
Don't know	21	21	24	17	21	26	22	14	21	20	21	20	22	21	22	18

Imagine that no party has an overall majority at the next election, which of the following, if any, would be your biggest concern?

It would produce an unstable government	20	21	21	20	22	20	21	20	22	21	21	26	21	20	20	24
It would give smaller parties disproportionate influence	4	3	4	4	3	3	5	5	3	3	2	4	3	4	5	5
It would let the Conservative Party back into power	25	27	23	28	20	17	23	33	24	26	26	21	22	26	22	21
It would let the Labour Party get into power	11	11	10	10	13	15	11	7	12	11	13	12	14	10	12	13
It would make it harder for the government to pass laws/introduce new policies	19	18	21	16	21	17	18	21	19	18	16	19	18	18	19	20
Something else	1	1	1	1	1	1	1	1	1	1	1	0	2	1	1	2
N/A – I would not be concerned if no party had an overall majority	10	11	10	12	10	13	11	7	10	10	13	8	11	11	9	9
Don't know	10	10	11	9	10	15	10	6	10	10	8	9	9	10	12	6

Sample Size: 4068 adults in GB
Fieldwork: 31st July - 2nd August 2023

		Lab considerers				Lab Vote Segments						Likelihood of Hung Parliament		
Total		Not Lab considerers (0-5)	Lab considerers (6-10)	Lab considerers in W125	Lab considerers in W150	Lab '19, Strong Lab Now (6-10)	Lab '19, Wavering Now (3-5)	Lab '19, Not Lab Now (0-2)	Not Lab '19, Strong Lab Now (6-10)	Not Lab '19, Possible Now (3-5)	Not Lab '19, Not Lab Now (0-2)	Unlikely (0-5)	Likely (6-10)	
Weighted Sample	4068	2006	1747	358	424	830	82	36	562	444	928	1745	1672	
Unweighted Sample	4068	2009	1772	365	426	845	79	38	573	463	960	1729	1750	
		%	%	%	%	%	%	%	%	%	%	%	%	
Conservative majority government														
	1	21	37	5	6	7	0	7	2	12	28	56	20	26
	2	4	5	2	3	2	1	0	7	4	5	6	3	4
	3	2	3	1	1	1	0	2	6	2	4	4	2	3
	Not ranked	53	29	85	82	84	94	74	44	75	42	15	60	52
Conservative minority government														
	1	4	6	1	2	2	1	2	11	2	6	9	3	5
	2	14	26	3	3	3	2	4	6	6	17	41	13	18
	3	8	11	5	8	7	3	1	0	8	11	15	7	10
	Not ranked	53	31	83	80	82	91	76	42	78	45	17	61	51
Conservative-DUP deal														
	1	1	3	0	0	0	0	1	0	1	1	4	1	2
	2	6	11	1	1	1	0	2	2	1	8	16	5	7
	3	12	23	2	2	3	0	0	11	4	12	39	11	16
	Not ranked	60	38	90	89	89	96	80	46	88	58	23	67	59
	Don't know	21	25	7	7	6	4	17	41	7	21	19	15	16
Imagine that no party has an overall majority at the next election, which of the following, if any, would be your biggest concern?														
	It would produce an unstable government	20	22	19	20	19	15	22	24	24	25	21	21	21
	It would give smaller parties disproportionate influence	4	5	4	3	3	2	2	0	5	7	6	4	5
	It would let the Conservative Party back into power	25	11	44	41	42	52	41	18	36	16	7	29	24
	It would let the Labour Party get into power	11	19	3	3	3	3	4	15	2	7	32	10	13
	It would make it harder for the government to pass laws/introduce new policies	19	21	17	19	18	16	13	0	22	29	21	19	22
	Something else	1	2	0	1	1	0	1	6	1	1	2	1	1
	N/A – I would not be concerned if no party had an overall majority	10	13	7	6	6	5	14	19	7	8	7	8	8
	Don't know	10	7	6	7	8	6	4	18	4	8	5	7	5

Sample Size: 4068 adults in GB
Fieldwork: 31st July - 2nd August 2023

	Total	Lab Considerers (6-10), Unfavourable of Starmer	Unstable Gov/ Disproportionate Influence to Smaller Parties	Messages					
				SNP Message	COALITION OF CHAOS Message	LIB DEM / REMOANER Message	FLIP-FLOP Message	GREEN PARTY Message	CONTROL GROUP
Weighted Sample	4068	476	999	672	693	651	653	691	708
Unweighted Sample	4068	461	1021	658	694	658	657	695	706
	%	%	%	%	%	%	%	%	%

Conservative majority government

1	21	8	29	19	22	20	21	23	20
2	4	3	4	3	3	4	3	4	4
3	2	2	2	3	2	2	2	3	2
Not ranked	53	78	46	53	54	50	56	51	51

Conservative minority government

1	4	2	5	4	3	4	4	4	4
2	14	6	18	13	16	12	14	16	16
3	8	6	12	9	7	7	10	8	7
Not ranked	53	76	48	51	56	53	55	53	51

Conservative-DUP deal

1	1	0	2	2	1	1	1	2	1
2	6	2	7	6	5	4	8	7	5
3	12	4	15	10	13	12	12	13	12
Not ranked	60	84	58	58	63	58	61	58	60
Don't know	21	10	18	23	18	24	18	19	22

Imagine that no party has an overall majority at the next election, which of the following, if any, would be your biggest concern?

It would produce an unstable government	20	21	83	23	20	20	20	19	20
It would give smaller parties disproportionate influence	4	4	17	3	4	4	4	5	5
It would let the Conservative Party back into power	25	41	0	24	25	22	27	25	25
It would let the Labour Party get into power	11	4	0	10	11	8	11	14	10
It would make it harder for the government to pass laws/introduce new policies	19	16	0	21	17	20	16	19	19
Something else	1	0	0	1	1	2	1	1	1
N/A – I would not be concerned if no party had an overall majority	10	7	0	8	12	14	9	8	12
Don't know	10	6	0	10	9	10	12	9	9